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Message Text

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43
ACTION COME-00

INFO OCT-01 NEA-06 ISO-00 EB-07 RSC-01 /015 W
---------- 129212
P 091016Z DEC 74
FM AMEMBASSY TEL AVIV
TO SECSTATE WASHDC PRIORITY 4848

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E.O.11652: N/A
TAGS: BEXP, IS
SUBJECT: TECHNOLOGY '75

REF: STATE 260988

1. EMBASSY'S CANVASS OF LOCAL AGENTS ABOUT PARTICIPATION
IN TECH '75 PRODUCED DISAPPOINTINGRESULTS. OF 19
MAJOR PROPSECTS CONTACTED, ONLY 2 RPT 2 AGREED TO PARTICIPATE.
MAIN REASON CITED FOR NEGATIVE RESPONSE IS FACT THAT TECHNO-
LOGY '75 IS BRACKETED BY IEEE SHOW IN ISRAEL APRIL, QOUT
AND INTERNATIONAL MACHINE TOOL EXHIBITION IN PARIS JUNE , 1975.
WE HAVE CHECKED AGAIN WITH OTHER EMBASSIES AND CONFIREMD
THAT ONLY FRANCE, GERMANY AND BELGUIM HAVE DEFINITELY
DECIDED TO PARTICIAPTE.

2. WE HAVE ALSO DISCUSSED SUBJECT WITH SENIOR OFFICIALS
IN MINISTRY OF COMMERCE AND INDUSTRY (DIRECTOR GENERAL
MANDELBAUM AND FOREIGN TRADE DIRECTOR TALBAR). WE SAID
THAT DESPITE DETERMINED EFFORT BY USDOC IN U.S. ANDEMBASSY
IN ISRAEL WE HAD BEEN UNABLE TO RECRUIT STRONG TEAM OF
EXHIBITORS. IN CIRCUMSTANCES U.S. G. MAY HAVE
TO RECONSIDER QUESTION OF PARTICIAPTAION, SINCE
IT WOLD BE A MISTAKE TO ENTER SECOND-RATE EXHIBITION..
OFFICIALS EXPRESSED REGRET OVER LACK OF INTEREST BUT,
AT SAME TIME, CLEARLY INPLIED THAT GOI WOULD
"UNDERSTAND" IF U.S. HAD TO TAKE NEGATIVE DECISION.

3. IN CIRCUMSTANCES WE RECOMMEND AGAINST PARTICIAPTION
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IN TECH '75 AND WOULD APPRECIATE RECEIVINGFINAL

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U.S.G. DECISION ASAP. ALTERNATIVELY, WE PROPOSE
SELLING EFFORT BE MADE WITH LARGE ISRAELI ATTENDANCE AT
PARIS SHOW, POSSIBLY WITH COMMAT ATTENDINGSHOW AS
COORDINATOR BETWEEN U.S. EXHIBITORS AND ISRAELI BUYERS.
WE ALSO WISH STRESS IMPORTANCE OF FIELDING STRONG TEAM
FOR INSTERANTIONAL ASSETS/BUSINESS OPPORTUNITIES TRADE
MISSION INFEBRUARY.
DOZIER

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